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To: • Mr. R. N. Thomson

Date: May 6, 1975

From: • J. E. Wickham

Subject: • Comparison of 16th Market Survey Data of FTC and TITL  
Versus Philip Morris Data

The tar data reported by the Federal Trade Commission (FTC) for the 16th Market Survey dated April, 1975 were slightly higher than the respective data determined by TITL and data from the Philip Morris C.I. Reports (see Graphs 1-3-5). The nicotine data reported by the FTC are lower than the nicotine data reported by TITL or Philip Morris (see Graphs 2-4-6). This is probably related to the use of the Griffith still for the determination of nicotine in smoke. In the last survey, TITL had a similar problem which was corrected.

<u>Market Survey #16</u>	<u>Average For All Brands</u>		
	<u>FTC</u>	<u>PM</u>	<u>TITL</u>
FTC Tar, mg/cigt.	17.4	17.1	17.2
Nicotine, mg/cigt.	1.12	1.18	1.16

The samples for the 16th Market Survey were obtained by the FTC in September, 1974 from retail stores. The overall averages for this survey are based on 136 cigarette brands.

The following brands were added in Market Survey #16:

<u>Brand</u>	<u>Company</u>
Marlboro Menthol 80	Philip Morris
Philip Morris International 100	Philip Morris
Philip Morris International Menthol 100	Philip Morris
Miyako 85	Philip Morris

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<u>Brand</u>	<u>Company</u>
Salem 80	Reynolds
Salem Extra 85	Reynolds
Winchester 85	Reynolds
Winchester Menthol 85	Reynolds
Winston Lights 85	Reynolds
More 120	Reynolds
More Menthol 120	Reynolds
Old Gold 80	Lorillard
True 100	Lorillard
True Menthol 100	Lorillard
Kool 80	Brown & Williamson
Tramps 85	Brown & Williamson
Tramps Menthol 85	Brown & Williamson
Super M 100	American

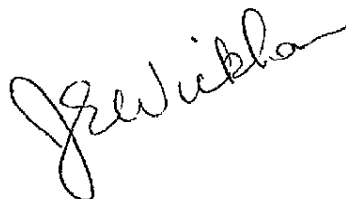
The following brands were tested in Market Sample #15  
but were dropped from Market Survey #16:

<u>Brand</u>	<u>Company</u>
Iceberg 10's 85	American
Lucky Filters 100	American
Life 100	Brown & Williamson
Luke 85	Lorillard
Frappe 85	Stephano
Marvels 70 (Nonfilter)	Stephano
Vogue Colors 85	Stephano
Vogue Black 85	Stephano
Edgeworth 80	Larus Bros.
Edgeworth 100	Larus Bros.
St. Moritz 100	Liggett & Myers
Peter Stuyvesant 85	Peter Stuyvesant
Peter Stuyvesant 100	Peter Stuyvesant

JEW:gmm

cc: Dr. H. R. Wakeham  
✓ Mr. F. E. Resnik  
Dr. R. B. Seligman

Attachments



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